

Abstract of the Disclosure

[0173] Systems and methods for managing the distribution of on-demand media in an interactive television application are provided. An interactive television application may receive a request for on-demand media from a user. The interactive television application may provide an option to the user for the transmission of the on-demand media. Such options may include, for example, an option to request a reduced-bandwidth version of the on-demand media, an option to schedule a future time for presentation of the on-demand media, an option to download the on-demand media to a recording device, and an option to check the availability of the on-demand media. A reduced price for transmission of the on-demand media may be provided to the user.